MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

PDC0017–FUNDAMENTALS OF VISUAL COMMUNICATIONS

(Foundation in Communication)

15 FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages, inclusive of the Cover page.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

1. A. **Identify THREE (3)** types of visual communication. (6 marks)
   B. For **EACH** type, **explain** why it is important. (9 marks)

2. A. **Explain** Signifier and Signified. (4 marks)
   B. **Provide ONE (1)** example for each Signifier and Signified. (6 marks)

3. **Explain** and **provide ONE (1)** example for each of the following three Signified meanings.
   I. Denotative (5 marks)
   II. Connotative (5 marks)
   III. Myths (5 marks)

4. There are two types of visual ethical consent; **Informed Consent and Anonymity Consent.**
   A. **Explain BOTH** consents. (10 marks)
   B. **Provide ONE (1)** example for each consent. (10 marks)

5. A. **Explain** the purpose of Visual Persuasion in advertising or a campaign. (5 marks)
   B. **Provide ONE (1)** example for each of the below persuasive elements in the context of Keluarga Malaysia.
   I. Ethos (5 marks)
   II. Pathos (5 marks)
   III. Lagos (5 marks)

6. **Explain** and **provide ONE (1)** example for each of these four types of stereotypes.
   I. Religious stereotypes (5 marks)
   II. Racial stereotypes (5 marks)
   III. Country stereotypes (5 marks)
   IV. Physical Attractive stereotypes (5 marks)

End of Question